CANADIAN Film Weekly
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Nova Scotia Admissions Zoom

Ticket Sales Have Doubled Since Beginning of War

Paid admissions to Nova Scotia theatres last year were increased over the year before by 2,378,654, it was disclosed by the annual report of the Nova Scotia Board of Censors. The total of paid admissions during the fiscal year just ended was 12,480,922. Attendance at theatres in the leading Maritime province has more than doubled since the war. In 1939 the number of those who paid their way into motion picture houses was 5,703,301.

Total revenue received by the Government from this source during the fiscal year amounted to $312,981 as compared with $274,605 in the previous year, representing an increase of $38,376 and show-

(Continued on Page 2)

Will Try Four Midweek 12.05s

Permission to hold four Wednesday midnight shows for war workers whose hours interfere with showgoing at the usual time was granted last week by R. C. McMullen, director of the Theatre and Film Section of the Wartime Prices and Trade Board. The pro-

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Theatre Men Hit Alaskan Trail

Everett C. Ethridge, for 14 years assistant manager of the Capitol, Edmonton, under Walter P. Wilson, has been given leave of absence by Famous Players to engage in theatre management for the USA services along the Alaska Highway. He is now at Dawson

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MGM Cartoon for Victory Loan

Ottawa has acquired gratis from MGM the negative of "The Blitz Wolf," a cartoon, for use during the forthcoming Victory Loan. Several hundred prints in 16 and 35 mm. will be distributed.

Sunday Service Shows Being Talked Again

A representative from Ottawa was in Toronto last week to discuss the possibility of opening a theatre on Sunday for troop entertainment with the head of one of Canada's leading circuits.

It seems that, despite a report from Ottawa that the military had yielded to the requests of church groups and dropped the idea, the matter of these Sunday shows is very much alive.

The IATSE has been asked to provide projectionists.

They Just Can't Get Together

About three years ago Andy "Lefty" Sinclair of Empire-Universal and Roy Lerner of PRC, close pals, decided to take a whack at Hitler. Unwilling to be separated by even such a stern task, both boys joined the Royal Canadian Navy.

Every time one lands at the home port, he goes looking for the other. But the same thing has happened all the time. When one finds the other, it is only to say good-bye — with barely enough time for that.

It seems that they're always passing each other going in opposite directions. As one comes in the other is embarking for another crack at the sea wolves.

They both live in hope of spending a couple of days together, like other sailor pals.

Theatres Get Games

Vancouver theatres asked the public to drop in games for the boys who spend many lonely hours at Naval outposts or aboard ship. The Vancouver Women's Naval Auxiliary conducted the drive, which lasted a week.

20th Century Houses Switch Managers

Twentieth Century Theatres has announced several changes in its managerial staff. Steve McManus leaves the Bayview, Toronto, to replace Mel Jolley at the Century, Trenton, Ont. Jolley moves to the Marks, Oshawa, taking over from Bob Berezin, who goes to the Bayview.

O'Loghlin Re-elected

J. P. O'Loghlin of 20th Century-Fox was re-elected president of the Canadian Motion Picture Distributors Association in Toronto last week. Leo M. Devaney, RKO, was re-elected vice-president.

Montreal Film Veteran Dies

Frank Warnicker, a Canadian film veteran whose popularity extended throughout the Dominion, died in Montreal last week after an illness of two years. Highly regarded, Warnicker's long span of service had reached from distribution to exhibition. For the last 26

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Trailer Fights Show Vandalism

Theatre vandalism, which is increasing every day, has managers at their wits end trying to find an effective and graceful means of combatting it. Managers have no desire to disturb the enjoyment of the patrons by ejecting or arresting vandals at work but would

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Single Bills On Way Sure As Shootin'

The impending reduction of the number of features to be issued by Hollywood, a consequence of the manpower and raw stock shortage, has some of Canada's leading exhibitors thinking hard. The double bill will be affected. The patron, it is expected, will accept more single bills in friendly fashion. This lack of resentment, however, is no guarantee that he will retain the same marked interest in motion picture entertainment. That's why the knitted brows among exhibitors.

Unless steps are taken almost immediately to accustom the public to less reelage for its money, a sharp clash between the public's expectations and the industry's ability to meet them is inevitable. An overall policy of single bills,

(Continued on Page 2)

Montreal Exhibs Fined

Joseph Cytrynbaum, proprietor of the Majestic Theatre, Montreal, with Mrs. Bertha Adler, was fined $10 by Judge J. C. Langlois for allowing patrons to stand in the aisles, passages and corridors of the house.

Midtown Fire Drill

Midtown, Toronto, was the scene of a fire drill and lecture conducted by Inspector Waterman. Many managers attended from other theatres.

IT'S A FURLOUGH OF FUN—JIVE, SONGS AND MUSIC—ANOTHER TREAT FROM UNIVERSAL!

'When Johnny Comes Marching Home'

And what a cast!—Allan Jones, Jane Frazee, Gloria Jean and Spitalny's Hour of Charm All-Girl Orchestra.

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HYE BOSSIN, Managing Editor

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Entered as Second Class Matter

Coming: Single Bills

That erratic old chicken, the double bill, is coming home to roost.

After being fought over for several years a cut in the number of future double bills is a certainty in the near future. Each company has sliced its production schedule.

In the past almost every exhibitor association has gone on record against the double bill. They wanted a return to the policy of the past. The double bill has been attacked by motion picture critics. USA officials were against it because it took up running time that could be used for shorts that bear on the war effort.

Against the wishes of the anti-duelers stood one immovable defence—Public Opinion. Every poll of the public on the subject that we can remember showed that the great majority wanted double bills.

The public, then, is not prepared to accept the single bill at the moment. If it is sprung suddenly there will be a sense of being short-changed. The effects may be bad on the boxoffice.

Exhibitors must start weaning the public off the double bill now, while there is still time. Good pictures must stand up alone. Additional exploitation must be undertaken to keep curiosity about films alive in the minds of the patrons. Shorts must be selected with care.

Exhibitors must prepare for the uncertainties of the future.

SINGLE BILLS

(Continued from Page 1)

sprung suddenly on the customers, is likely to meet with a reception detrimental to the boxoffice.

The possibility of this should be studied now and experimentation begun. Movie tastes being varied according to locality and type of patronage, each exhibitor will have to work out his own policy. In the past most exhibitors ran double bills as often as product made them available. In the course of the season there are many pictures which can stand up by themselves. These will have to be tried now as single bills. There's no doubt, too, that additional exploitation will have to be undertaken to keep public curiosity up to par.

Famous Players has practiced a policy in some situations which was found satisfactory. Certain houses have played double bills every show day but Saturday. The Saturday bill retained the strongest feature. The public was perfectly happy with one feature, since it was enabled to get in more quickly.

Exhibitors would be well advised to try proved attractions as single bills, doubling up when there is some doubt as to the ability of certain attractions to draw. The dose of single bills, built up with the support of good shorts, can be increased until a marked difference in policy is the case—without the public being particularly aware of this.

One thing is certain—single bills are on the way back. Whether Ottawa or the industry treats the question of diminishing product is up to the industry. By accustoming the public to fewer features there will be no need of a government ruling to make the change more acceptable.

A Puzzle

"In Which We Serve" played to 1,239 people in four days at the Rex, Claresholm, Alberta. Town has population of 1,100 and theatre seatage is 360.

Coyle Heads St. Kitts Managers' Group

Leo Coyle, Granada, St. Catharines, Ont., has been elected president of the newly-formed Theatre Managers' Association of that town. Ken Craig, Capitol, is secretary. St. Catharines' managers have used a lot of teamwork for the war effort and the association is a natural outcome.

N.S. Admissions Hop Way Up

(Continued from Page 1)

ing an increase over the pre-war year of 1939 of $125,343.

The amount collected during the year under the Fire Prevention Act was $15,755, an increase of $2,149. This sum represents five-eighths of one per cent of the premiums paid to fire insurance companies and forms part of the general revenue of the province to meet the cost of administration of fire prevention.

With respect to fire prevention measures in theatres and places of amusement, the report states: "Where found necessary in order to ensure further safety to the patrons, the seating was re-arranged so as to provide for more aisle space, fire extinguishers were carefully checked and in many theatres furnaces were enclosed in separate fire-proof enclosures."

Theatre Men Hit Alaskan Trail

(Continued from Page 1)

Creek.

Ethridge is the second Canadian theatre man to hit the big trail. Victor Armand, supervisor of building construction for FPC, left earlier.

Jack Sherman, long-time ticket-taker at the Capitol, succeeded Ethridge, who at one time managed Edmonton's Empire Theatre.

Opening of theatres at Dawson Creek, Whitehorse and Fairbanks has been arranged for the U.S. services. A temporary building is being utilized at Dawson Creek until a permanent structure is erected. New theatres are expected to be built at Whitehorse and Fairbanks. Each is expected to seat from 500 to 750 patrons.

The theatres are for the entertainment of members of various U.S. services. Films will be provided from a distributing depot at Calgary.

Hamilton United Shows Marked Gain

Sharp gain shows for Hamilton United Theatres, Ltd., with 1942 net profit of $46,340, equal to $8.33 a share on 5,562 shares of 7 per cent preferred stock of $100 par (in arrears as to dividends). This compares with net of $38,076, or $5.83 a share on 6,529 preferred shares outstanding at the end of the previous year.

Report shows current assets of $177,367 and current liabilities of $52,152, leaving net working capital of $125,215, compared with $158,876 at the previous year-end.

Montreal Film Veteran Dies

(Continued from Page 1)

years he was connected with United Amusements in a managerial capacity, having opened the Regent and Papineau theatres, Montreal, for them. Until he became ill he had managed the Strand, Montreal, for 20 years.

Warnicker started in the film business with the old Mutual Films, shifting later to the World Films as a booker. From here he joined United Amusements, remaining with them until illness caused him to retire from activity.

A native of Liverpool, England, where he was born in 1880, he came to Montreal at an early age.

His death brought many expressions of regret, not only from film people, but from Quebec sporting circles. He was active as a sports executive, particularly in hockey.

His wife, the former Clemence Perron, and a sister, Mrs. John Bathgate of Vancouver, B.C., survive him.

Canada Year Book

The Department of Trade and Commerce, through the Dominion Bureau of Statistics, has issued the official handbook, "Canada 1943."

This invaluable guide to Canada's growth as a nation contains chapters on population, production, agriculture and anything a thinking Canadian wants to know.

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THE Paramount Picture

EXTRA
PLAYING TIME IS THE ORDER OF THE DAY WITH PARAMOUNT PRODUCT!

VOL. 1 (ADVT.) The Lowdown on the Production and Distribution of the Best Shows in Town! NO. 10

Alan Ladd Hottest Picture Bet in '43

'Lucky Jordan' Rings the Bell For Lucky Canadian Exhibitors

Alan Ladd in "Lucky Jordan" is doing the kind of business that is anything but "lucky." "Jordan" is doing the most solid kind of business seen in the Dominion in some time. It's the kind of reception that the picture has been receiving in the States from San Francisco to Boston—just plain phenomenal.

And most of the success for the picture stacks up at the front door of a certain young man who's in the picture. Hotter than a tommy gun he carries in his next picture, "China"; hotter, much hotter, than that mean pistol he toted in his first Paramount picture, "This Gun for Hire"—that's Alan Ladd!

That is why he is the greatest asset, from the sales and exploitation angles, that his current picture, "China," possesses. Co-starred in this highly spectacular and exciting production with Loretta Young, Ladd's work in his last picture for the duration scintillates like the brightest star in the firmament.

You all know how he gripped the public's attention in "This Gun for Hire." You know what a sensation he was in the "Glass Key." And you'll know by this time what he has meant all across the Dominion in "Lucky Jordan."

But there is something perhaps you do not know. Alan Ladd was recently voted tops in popularity with both sexes in a poll conducted in one of the leading fan magazines.

★

RECORDS IN "RHYTHM"

"Star Spangled Rhythm" continues to smash ideas of what good pictures will do. The Capitol, Halifax, and the Capitol, Windsor, are two houses that did sensational business with this outstanding Paramount filmusical. The run of "Rhythm" in both these centres outgrossed such pictures as "Road to Morocco," "Reap the Wild Wind" and "Holiday Inn."

"Star Spangled Rhythm" continues to do 50-100% better business than any previous Hope or Crosby picture. That indicates "Rhythm" at the register.

Cordova, Lamour To Co-Star

Arturo de Cordova, Mexican star now appearing opposite Luise Rainer in "Hostages," was handed another stellar assignment by Executive Producer B. G. De Sylva, who announced that de Cordova will co-star with Dorothy Lamour in "A Medal for Benny," original screen story by John Steinbeck and Jack Wagner which Paramount will film shortly.

De Cordova will play a Paisano youth who lives in California's Fresno country made famous in Steinbeck's stories.



William Bendix, Loretta Young and Alan Ladd as they appear in Paramount's topical new picture, "China." This is Alan Ladd's last appearance before joining the colors.

Bracken and Lamb New Comedy Team

Eddie Bracken, whose fan following increased tremendously because of his performance in "Star Spangled Rhythm," this year's leading boxoffice hit, will be starred with Gil Lamb in "Rainbow Island," a spectacular Technicolor comedy with its background in the South Pacific.

Bracken is one of the stellar galaxy in "Happy Go Lucky" and also co-stars in "The Miracle of Morgan's Creek."



WILLIAM BENDIX

Bendix Gets Top Rating

After turning in exceptionally fine portrayals in "The Glass Key" and "Wake Island," William Bendix comes into his own in "China," drama dealing with an American civilian's adventures in war-torn China before and after Pearl Harbour. The title gets its derivation from the banding of a couple of American oil salesmen with valiant Chinese guerrillas to rescue a pair of American missionaries and a large group of Chinese children from the Japanese.

Bendix is superb in the role of Johnny Sparrow, American truck driver. The other leading roles are interpreted by Loretta Young and Alan Ladd.

William Bendix came to Canada last week and during an all too brief stay made many, many friends. He is a very likeable chap, most unlike the Bendix in the "Glass Key."

Coming to Montreal from New York, he was present at a screening of "China" for the press at the Mount Royal Hotel, after which he sat in with them for luncheon. In Toronto he was entertained at a broadcast, screening and luncheon.

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with

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ROBERT DONAT

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Screen play by Robert E. Sherwood
Produced by Sir Alexander Korda

★

ROBERT DONAT

and Charles Laughton, Merle Oberon, Elsa Lanchester and Binnie Barnes in

Private Life of Henry VIII

Directed by Sir Alexander Korda

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CURRENT AND TIMELY HITS
Secrets of a Coed
Night for Crime
Baby Face Morgan
Tomorrow We Live

★

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How Al Won His Medal

You may remember reading here or in your daily paper that Flight-Lieut. Albert E. Glazer of the RCAF was awarded the Distinguished Flying Cross recently. Al, formerly of the managerial staff of Premier Operating, is the son of Sam Glazer of Columbia. Only 24 now, he enlisted in September, 1940, and has had three birthdays overseas.

The official citation, which accompanied the award, has now become public. It reads:

"In the course of a large number of sorties this officer has performed excellent work, although a majority of them have been executed at night in all sorts of weather. He was instrumental in the destruction of an enemy vessel of some 10,000 tons off the coast of Sicily.

"Again on the night of December 12, 1941, he participated in an operation which resulted in the destruction, by H. M. ships, of two Italian cruisers off the North Africa coast. His courage and devotion to duty are worthy of the highest praise."

Flight Lieut. Glazer was mentioned in despatches in the New Year's Honor List of His Majesty the King.

He's an honor graduate of the University of Toronto in the class of '39. When Al found that his knowledge was of importance in those crucial days he joined right up. Since then he has been entitled to a long furlough home but passed it up to stay in the fight.

Sam's son has been a busy boy since he donned air force blue. He went through almost 3,000 bombings on the Island of Malta.

* * *

Bits of News

George Hatch, who used to be your air conditioning engineer, is now working for Henry Kaiser in California. . . . Norm Martin, who was in Columbia's Calgary office before he joined the RCAF, visited New York and was shown a grand time by the folks at the home office of the company. . . . Jim Dunn, old time vaudeville actor who appeared on the same bills as George M. Cohan in other days, is now doorman at the Eglinton. . . . When the generator of the Broadview quit working recently the kids' matinee was stopped. So Manager Curly Posen, who used to be a comedian, got up on the stage and entertained until he was blue in the face. Curly, who is Mr. 5x5 himself, was a great hit with the kids until he ran out of songs and sayings. So he lined the youngsters up and marched them around to the nearby Crown Theatre to finish the matinee. The line grew between the two theatres, every passing youngster joining it to see a free show!

* * *

Trials and Tribulations

The manpower shortage has caused many theatres to use boys as ushers and whatnots. Over at the Broadway they have a bright, hard-working lad of 15 who had a very hard Saturday. At the end of the evening he stuck his head into Manager Morrie Sasloff's office and sighed: "My mother told me there would be nights like this!"

* * *

Bendix Is a Nice Guy

Win Barron of Paramount had William Bendix around Toronto, Montreal and Ottawa for a couple of days in each town to help build Bill and "China." Bendix went well with the boys and girls, he being a right guy type, and the absence of ham on his part having nothing to do with the meat shortage.

Toronto folks gathered in the Green Room backstage at Eaton's Auditorium, after looking at a screening of "China." Ken Soble and Harvey Dobbs lined up Bendix, Monica Mugan, Mona Clark and others for his "Did I Say That?" Alkaseltzer broadcast, the winnings of the answerers going to the Red Cross.

Monica Mugan got the most laughs when she confessed an earlier conversation between her and Bendix. She congratulated Bendix on his fine work in "Dr. Cyclops."

"Wasn't in it," said Bill.

Monica, however, did score for two bucks by naming two of Bill's recent pictures.

Will Try Four Midweek 12.05s

(Continued from Page 1)

grams, which will take place at the Orpheum Theatre, Toronto, were allowed so that a study might be made of their effect.

The question of recreation for war workers has bothered the government since the war began. Removed from the customary routine of daily life, the increasing boredom of all work and no play has led to a lowering of morale and the growth of absenteeism. Apparently plant recreational activities cannot provide completely for the harmless use of leisure time.

The Workers Educational Association, along with church and civic groups, has interested itself and the midweek 12.05s are part of an endeavour to maintain morale and fight absenteeism. The theatre, located near a large plant, will be rented by a committee of workers, who have promised to admit only members of their 4 p.m. to 12 p.m. shift. They will staff the house and present turns from among the workers.

If successful during the tryout period, the midnight show may be allowed everywhere in Canada at convenient times and theatres.

R. C. McMullen, Minister of Labor Humphrey Mitchell, Mayor Conboy of Toronto and a number of others have interested themselves in the matter of entertainment for war workers. Ottawa, it is felt, would be glad to endorse anything that can contribute to a solution.

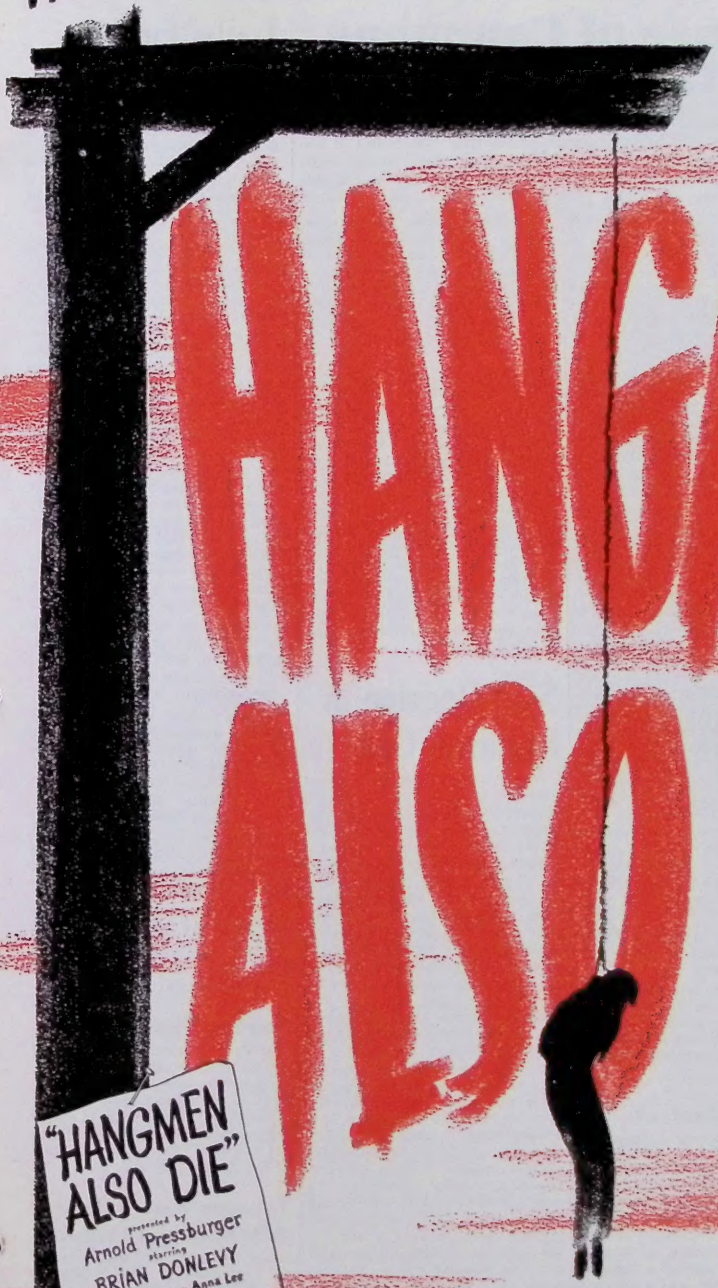
There will be a conference at the Royal York Hotel, Toronto, on April 18th under the auspices of the Workers Educational Association, at which every phase of recreation will be examined.

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a musical cocktail with the most gorgeous girls in the world—it is box-office—music with the Mills Brothers, Ted Fio Rito and his orchestra, and the entire Earl Carroll Hollywood Revue

Four East Side Kid Productions

definitely box-office dynamite, a perfect week-end attraction

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Coming Soon

sensation of the year

I ESCAPED FROM THE GESTAPO

Mary Brian, Dean Jagger, John Carradine

SARONG GIRL

Ann Corio, Johnny (Scat) Davis and his band, Tim and Irene, radio favorites.

MONOGRAM PICTURES

Toronto, Montreal, St. John Winnipeg, Calgary, Vancouver

House of Commons Talks Movies

The condition of the motion picture theatre business in Canada was the subject of some interesting discussion in the House of Commons recently. The give-and-take arose when John R. MacNicol (Davenport) revealed that he was under the impression that the increase of the amusement tax on the price of admission to "certain places of entertainment" applied also to motion picture theatres. The Hon. James L. Ilsley, Minister of Finance, assured Mr. MacNicol that movie houses would not be affected by the tax raise from 20 to 25 per cent.

"I hope the minister pays no attention to the pleas of the motion picture people," said Thomas Reid (New Westminster). "Everyone of them is making money."

This drew a reply from George J. Tustin (Prince Edward-Lennox), formerly a theatre operator, who pointed out that quite a number of small theatres have gone out of business. "I did not particularly object to the tax in the larger centres where there is a great deal of war work and a great number of soldiers are stationed," said Mr. Tustin, "but there are many small centres in Ontario where there is no war work, where no soldiers are stationed, and theatres in such places are under a great handicap."

Mr. Tustin suggested theatres in small places, where there is but one in a town, should be given some consideration. "It is the only place of recreation that a great many people have and, as he (Mr. Ilsley) said himself, the difficulty has increased now that cars cannot get gasoline. The theatre is, therefore, left to depend entirely upon the population of the small town."

Mr. MacNicol, in introducing the subject, paid tribute to the benefit of motion pictures.

"What I have seen and heard," he said, "convinces me that picture shows are doing splendid work, in the middle of a very serious war, to maintain the morale of the people. I know no other agency effective for this purpose. On Saturday afternoons large numbers of children with their mothers go to see the shows, and seemingly it strengthens these women to carry on the work they are doing while their husbands are away in the army."

Mr. Ilsley, replying to a question from Mr. MacNicol, said the 20 per cent tax on picture houses has had no adverse effect, though he admitted that some had been affected by causes other than tax, such as gasoline rationing and population shrinkage.

"Even in the province of Quebec," stated the Finance Minister, "which unlike Ontario has a very large provincial tax, perhaps 15 per cent, making a total, if I am correct in that figure, of something like 35 per cent, admissions have gone up considerably since we put the tax on."

Another Blast at Sunday Show Idea

Asserting the practice of theatre operation on Sunday is, in most cases, "racketeering under the name of patriotism," Rev. A. Ross Skinner, field secretary of the Lord's Day Alliance, warned against what he termed a "dangerous situation." He said if theatres are allowed to open on Sundays now the way will be paved for an undesirable post-war practice.

The statement was made before the meeting of the Toronto Presbytery last week.

Split Decision In Dismissal Case

W. H. Smith, suing Twinex Century Theatres and Famous Players for alleged wrongful dismissal from his post as manager of the Tivoli, Kingston, received a judgment against Famous Players from Mr. Justice Chevrier but failed in the case against Twinex.

The judgment stated: ". . . The onus is on the plaintiff to establish a right of action against Taylor and against Twinex; in that he has hopelessly failed both as to facts and on the law. . . . The plaintiff's action against Taylor and Twinex is therefore dismissed, and with costs if exacted. . . . I find as a fact that the plaintiff was at all times during his employment well aware that the mode of employment was only on a weekly basis. . . . The plaintiff is therefore entitled to judgment against Famous Players for four additional weeks' salary at the rate of $40 per week, and further to the profits, if any, accrued during that period under the terms of the manager's profit-sharing plan. . . . The plaintiff will be paid his costs on a Division Court scale without set-off."

W. F. Nickle, K.C., and C. M. Smith acted for Smith; J. Singer, K.C., for N. A. Taylor and Twinex; and J. M. Bullen, K.C., for Famous Players.

Trailer Fights Show Vandalism

(Continued from Page 1)

like to make them see the error of their ways. One manager reports that the most effective method in his house is to have a policeman walk up and down the aisles several times during the performance.

The Motion Picture Theatres Association of Ontario, through Secretary Syd Taube, has been checking on the individual efforts of theatre men and hopes to find some helpful practices. He has received the wording of two trailers, each presented against a background of Uncle Sam pointing at the audience, from a USA exhibitor. It might be adapted for Canadian uses. They are printed below.

TRAILER COPY 'A'

NO PATRIOTIC CITIZEN would knowingly destroy property when conservation is so **IMPORTANT to the WAR EFFORT. . . . Yet some one has been cutting the seats in this theatre. Surely that person has not realized that his action is grossly UNAMERICAN!**

Certainly he will stop now that we have pointed out how UNPATRIOTIC such destruction is.

TRAILER COPY 'B'

VANDALISM IS TREASON!

Don't destroy our irreplacable theatre equipment! Aside from every other reason. . . . It is definitely Unpatriotic to . . .

Deface Walls
Burn Carpets
Tear Seats

Be a good citizen and Patriot! Help us keep our theatre in good condition to conserve Vital Materials for WAR!

Plenty of 'Pimperel'

B & F has booked "The Scarlet Pimpernel," reissued through PRC, in 12 situations.

Sunday Show Fine

Walter R. Golding, proprietor of the Community Theatre, West St. John, N.B., was fined $10 last week by Magistrate Palmer in city police court on the charge of carrying on the regular business of the theatre on a Sunday in violation of the Lord's Day Act.

Theatre Fine Raised After Bureau's Appeal

A fine of $25 and costs, imposed for overcrowding upon T. McCoy, manager of the Capitol, Guelph, Ont., was raised to $75 in the local police court. The Ontario Theatre Inspection Department appealed, claimed that the magistrate who tried the case first had been too lenient.



THIS WAR-TIME RESPONSIBILITY *is yours!*

IN WARTIME, your position as a business or industrial executive places a new and grave responsibility on your shoulders. In the coming Victory Loan your purchase of bonds will set an example for your associates and for many who do business with you.

Because the National War Finance Committee recognizes these facts, it is believed that you should know the aims and objects of the forthcoming loan and what the responsibility of Canadian citizens will be toward it.

First, the 4th Victory Loan will have the highest objective of any war loan in our history.

Second, more people—men, women and children—will have to make victory bond purchases in order to reach the objective.

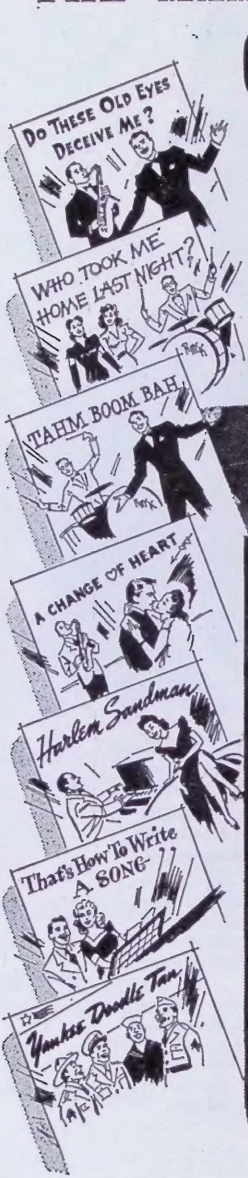
Third, bond buyers generally, will have to stretch their resources a point further and buy their bonds in larger denominations.

So plan now, in these weeks prior to the opening of the 4th Victory Loan, to buy larger Victory Bonds for yourself or for your business; and to extend your personal victory bond purchases to include all members of your family.

In this way, you will not only discharge your personal obligation to Canada's war effort to the best of your financial ability, but also, by example you will discharge the obligation which settles on the shoulders of the nation's executives during wartime.

NATIONAL WAR FINANCE COMMITTEE

THE MAMMOTH MUSICAL JAMBOREE OF ALL TIME!



Imagine! 7 grand song hits —played by 3 of your favorite bands—sung by stars you love...against a spectacular background of girls —romance—comedy! It's the show of a lifetime!



JOHN CARROLL · SUSAN HAYWARD IN

HIT PARADE OF 1943

with

GAIL PATRICK · EVE ARDEN

Melville COOPER · Walter CATLETT · Mary TREEN
Jack WILLIAMS, (the Harlem Sandman) · Dorothy DANDRIDGE · POPS & LOUIE · The MUSIC MAIDS
The THREE CHEERS · CHINITA
The GOLDEN GATE QUARTETTE

FREDDY MARTIN and his ORCH.
COUNT BASIE and his ORCH.
RAY McKINLEY and his ORCH.



ALBERT S. ROGELL, Director · Original Screen Play by Frank Gill, Jr.
Additional Dialogue by Frances Hyland
Associate Producer, ALBERT J. COHEN

A REPUBLIC PICTURE

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